

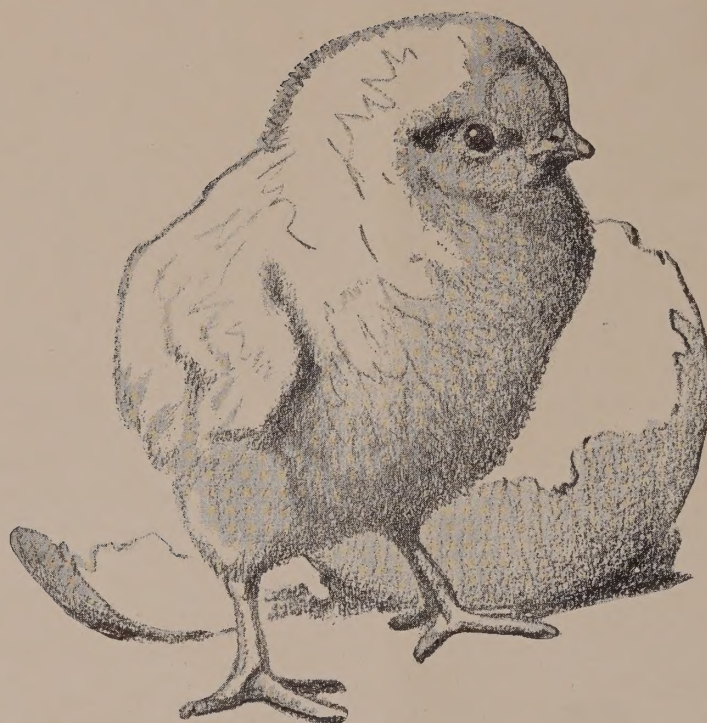
For *Greater* Poultry Profits



Hall's Chicks







HALL'S *Quality* CHICKS

"Well Bred from Well Breeders"

1942

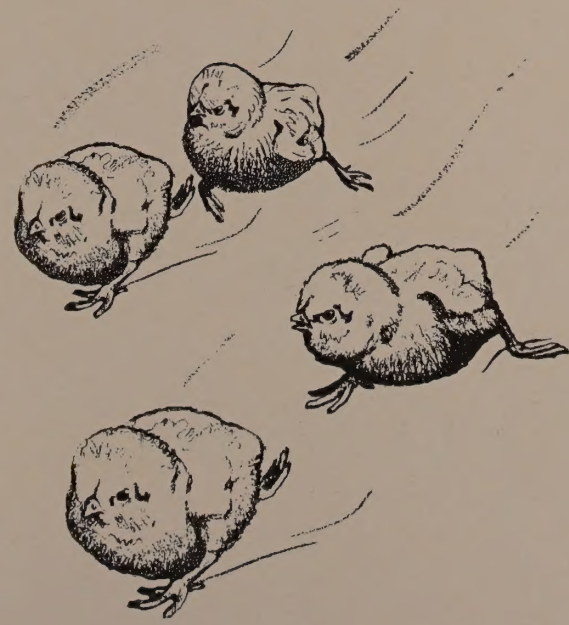
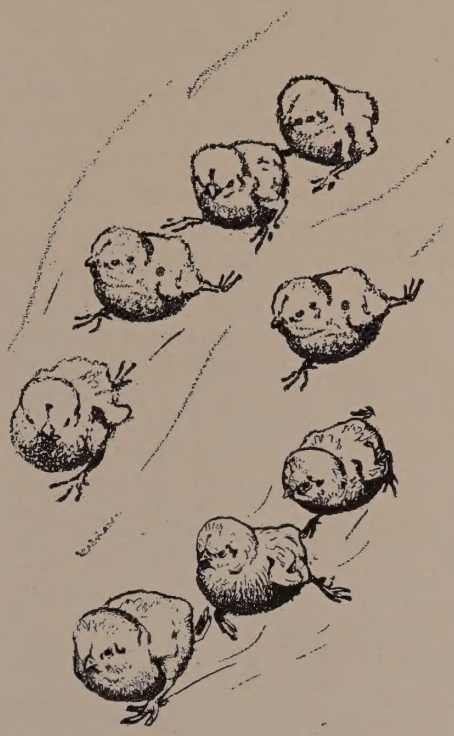
EDITION

HALL BROTHERS HATCHERY, INC.

WALLINGFORD, CONNECTICUT.



20  
\$7.00



**F**OR 31 years, we of Hall Brothers Hatchery have been doing all we knew and could learn, to produce the most profitable chick possible—a chick not only profitable to hatch, but one that would make poultry raising a profitable business for our customers. There, and there alone, lies the success of our business.

Our business has been a successful one because we have produced the right kind of chicks—chicks that are bred to live well, grow fast, and result in profitable poultry production for our customers. As we have grown, we have added new services, improved our quality, and thrown additional safeguards around that quality. When we tell you about the size of our plant, how long our men have worked for us, what excellent flocks we have—it is not to boast, but because these things all have a direct bearing on the Quality of our chicks.

I want you to know all about us and about our chicks. I hope that you will read this catalog carefully; and if there are some things you would like to know about us or HALL'S Quality CHICKS that we have not included in this book, we would appreciate the opportunity of answering your questions in person at the hatchery, or by letter.

We want you to know all about us, our history, our stock and our methods of doing business. The more you know about us, the more you will insist on getting HALL'S Quality CHICKS.

I sincerely believe that HALL'S Quality CHICKS will make more money for you than any other chicks you can buy.

*A. B. Hall*

PRESIDENT



# Our History

HALL BROTHERS HATCHERY was started in 1911, when the shipping of Baby Chicks was quite a new thing. It was in this same year that a man in Brooklyn built the first incubator, which incubated eggs of different ages in the same compartment. Also in 1911, the first Egg Laying Tests in America were established at the Connecticut and Missouri Agricultural Experiment Stations.

During the next 16 years, there was a steady flow of sturdy, high quality chicks from our hatchery. Our business grew, and many new innovations were added to improve the quality of our chicks. During 1927-28 the knowledge of vitamins made possible the raising of chicks at any time of the year, and it was then that we started hatching chicks every week in the year.

State testing for the eradication of Pullorum Disease was going forward with rapid strides at this time, and, because of this, Hall Brothers astonished the poultry world by announcing that they would hatch no chicks except from Pullorum Free flocks that had been found free by Official State Test. That announcement meant that this hatchery would

never compete on a price basis, but always on the *basis of quality*. It was also at this time that we discarded all our old sectional incubators and installed the most modern of electric equipment.

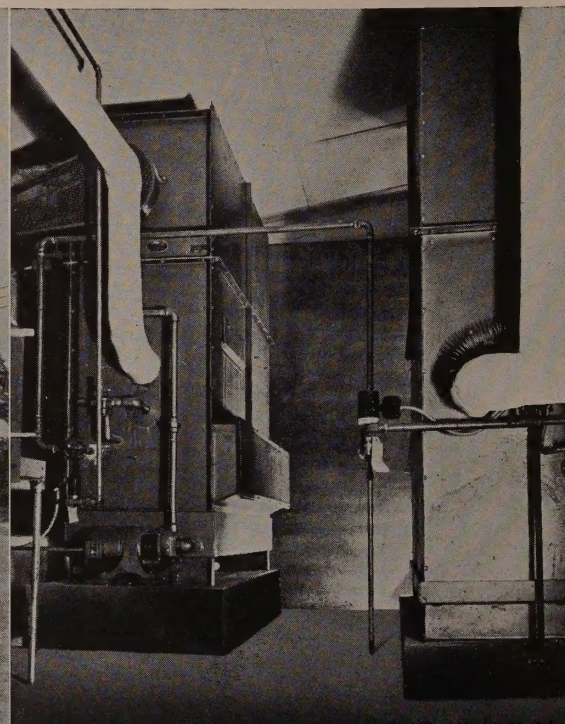
In 1930 this hatchery published the first display advertisement of "New Hampshire Reds", afterwards called "New Hampshires". By this time, owing to the vitamin discoveries, broiler raising had become quite a sizeable business. We were the pioneers in the breeding of chicks specifically for the broiler raiser. In the interest of helping the broiler raiser to more profits, and thereby helping ourselves, we set ourselves to developing a chick expressly for broiler raising. As a result of our research and experiments, we were able to advertise for the first time, in August 1931, a crossbred chick that would live better, grow faster on less feed, and make more money for the broiler raiser. Since then the vogue of the crossbred chick has been sensational for both Broiler and Market Egg Production.

In 1938 we made the first installation of air cooling machinery to provide for better control of temperature and humidity in our

A view of the new addition to our hatchery. 1,000,000 egg capacity. (Total capacity 1,750,000)



Part of the new air-conditioning plant recently installed.





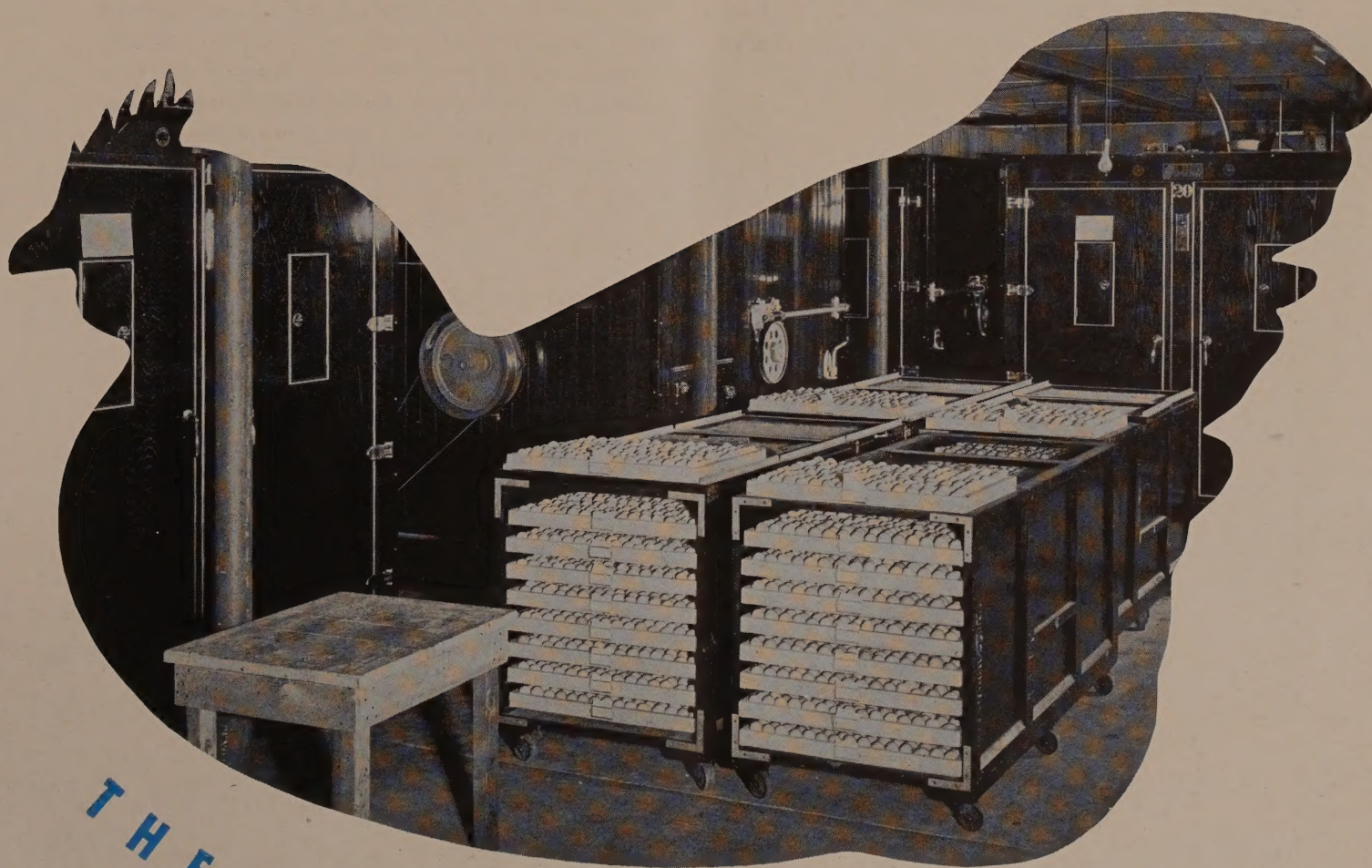
large hatching rooms and more uniform hatching of the best possible chicks.

Again in 1941 we have gone forward by the installation of a complete air conditioning plant for the new addition to our hatchery. We have erected a 50,000 gallon storage tank on a 100 ft. tower, combined with a 35,000 gallon concrete reservoir, to supply a complete sprinkler system and outside fire hydrants.

We haven't told you these things to brag, but to let you know that we are a modern, up-to-date hatchery producing the highest quality chick possible. In the old days, when chicks were hatched by a hen, "Old Biddy" never promised delivery. She wouldn't set until she felt like it—she'd set on any old eggs

—and she didn't care whether she hatched out two chicks or thirteen.

It is different today—and contradicting an old proverb, we always count our chickens before they are hatched—three weeks before. When we put 1400 cases of eggs in our mammoth incubators, we know very closely how many chicks we will have to ship on a certain day and train. We have a capacity of 1,750,000 eggs in the most modern incubators and hatchers. We hatch on schedule with continuous year round operation. The hit-or-miss methods of "Biddy" have given way to modern hatchery production of quality chicks from superior hatching eggs, in such a manner as to give your chicks a "flying start" on the road to poultry profit.



THE MODERN SETTING HEN



# Advantages of buying chicks from a

## LARGE HATCHERY

It is natural to assume that the place to buy baby chicks is from a source that specializes in the hatching and shipping of baby chicks. We have specialized in the hatching of quality chicks for 31 years. During this time we have gained much valuable experience—experience that has enabled us to improve the quality of our stock, improve hatching methods, and produce for the poultrymen a strong, healthy, well-bred chick. We have grown into a large hatchery because it has been our policy to hatch the highest quality chick possible—a chick that has been bred to make profits for its owner.

When people discuss baby chicks in terms of “pennies” and point out that, from a certain source, they may be obtained at two or three cents less than from another source, they are ignoring sound business principles. A baby chick in itself has little or no value. People don’t eat baby chicks—baby chicks don’t lay eggs. They obtain value through growth—and that growth brings out the many profit making qualities that have been bred into the chick.

When you buy chicks from HALL BROTHERS HATCHERY, you have the advantage of getting quality chicks from hardy New England flocks. More money is made with poultry in this Northeast section of the country than in any other part of the United States. Our flock owners are specialized poultrymen. They are continually working with our flock supervisor in a systematic program of feeding and selective breeding to further improve



TOP. Taking a hatch — Chicks are carefully inspected when packed and re-inspected before shipment.

CENTER. All culling is done by members of managerial and executive staff.

RIGHT. A shipment of chicks ready to leave Wallingford.







**RUSH**  
Special Handling

**Hall's Baby Chicks**  
WELL BRED FROM WELL BREEDERS

To: The Man Who is  
Looking for Greater  
Poultry Profits

from HALL BROTHERS HATCHERY, INC., Box 90, Wallingford, Conn.



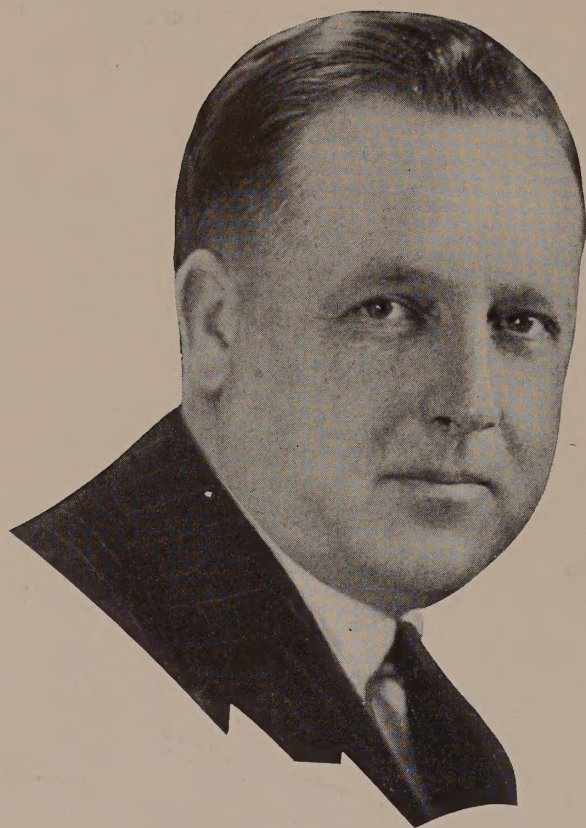
the quality of Hall chicks—in their ability to produce more eggs and meat and so create greater profits for our customers.

When the eggs from these flocks are placed in our modern electric incubators, our special methods of hatching and rigid sanitary precautions will deliver Hall's chicks to you a little better than they would be without these special facilities and equipment. That little difference grows as the chicks grow, and may well represent the difference between profit and loss. And you can get the chicks when you want them—for when we put 1,400 cases of eggs into our mammoth incubators each week, we can tell very closely how many chicks we will have coming out of those 42,000 dozen eggs. Before any chicks leave this hatchery, they are carefully culled and graded by experienced men from the executive and managerial staffs, thus assuring you of chicks well started on the road to poultry profit.

We watch weather reports very carefully, taking into account how far the chicks must travel, how long they will be on the way, and the climate changes that will affect them during their journey. Our long experience has taught us the best arrangement of our special shipping boxes for ventilation as well as for temperature. In the past year we lost less than  $\frac{1}{2}$  of 1% of chicks in transit. Some of our chicks go by Parcel Post and some by Railway Express. We have also made many shipments by air to Bermuda and other distant points. All shipments receive the same expert care and attention—whether it is a shipment of 25 chicks or a carload of from 20 to 50 thousand, you have our unconditional guarantee of "100% Live and Safe Arrival."

A strong, healthy flock of Hall's Chicks, when properly managed, will produce more eggs or meat than average or inferior stock. This year—Buy Hall's Quality Chicks.





**MR. A. B. HALL**  
*President*

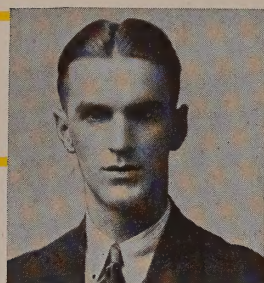
# These Men KNOW CHICKS

When Mr. A. B. Hall and his brother, Mr. L. C. Hall, started this business back in 1911, it was realized from the start that, eventually, continued sound growth would depend largely upon the ability of buyers of HALL'S chicks to make money with them. For 31 years we have kept this in mind. As our business has grown, we have enlarged our field organization, both to sell and to service a wider and wider field.

These are trained men, each a specialist in his field: Two former University Extension Men, a former County Agent, honor graduates in Poultry Husbandry and Business Administration. We require our field representatives to have: *First*, a scientific groundwork in poultry culture; *Second*, practical experience on one or more poultry plants; and *Third*, an intensive training with us, which will enable them to be of the most help to any of our customers who may need help. Some work from our hatchery as headquarters, some are continuously out in the field.

We never forget that our success depends upon the success of our customers to make money with Hall's Chicks.

**MR. EDWARD S. WALFORD**  
*Poultry Specialist*



**MR. C. B. WELBOURNE**  
*Sales and Service*  
(Connecticut)



**MR. H. A. ARONSON**  
*Sales and Service*  
(Vermont)



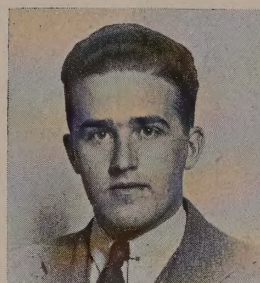
**MR. JOHN B. PARKER**  
*Sales and Service*  
(Northeastern New England)



**MR. STEPHEN M. WALFORD**  
*Supervisor of Flocks*



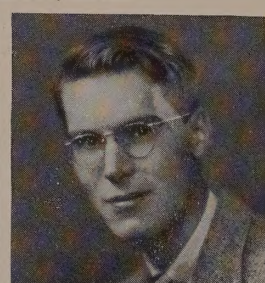
**MR. B. C. LOSEY**  
*Sales and Service*  
(Va.—N. J.—Pa.)



**MR. THOMAS I. PEARSALL**  
*Plant Assistant*  
*Sales and Service*



**MR. A. B. HALL, JR.**  
*Business Administration*



**MR. C. B. HERING**  
*Sales and Service*  
(New York)



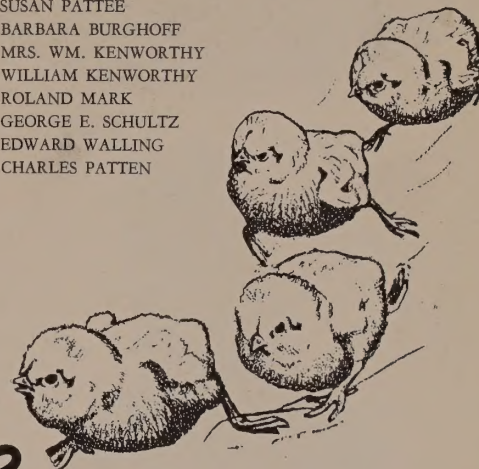
A fine group of folks—and each a specialist in his or her work; loyal, and interested in serving you well. Our 5 incubator specialists have been with us 17 years, 12 years, 9 years, 5 years and 17 years respectively. That's an average of 12 years for each one. A man ought to be pretty expert at hatching the best possible chicks who has been hatching regularly for that length of time, every month in the year since 1927. Only practice makes perfect, and you can be sure that your HALL'S chicks will be hatched as nearly perfect as is possible.

A new staff, or one that is constantly changing, cannot function 100%. Annoying errors or omissions creep in much too often with an inexperienced group of workers. Just as we pay well for our hatching eggs to get the best there are to be had, so we apply the same principle to our organization; we hire only the best, and treat them so well that they stay with us year after year. Such a staff not only takes pride in good individual work, but also develops a spirit of mutual helpfulness—a family spirit—the ability to work together as a team. Only the best hatching eggs, plus the most expert labor, can produce and service the best chicks.

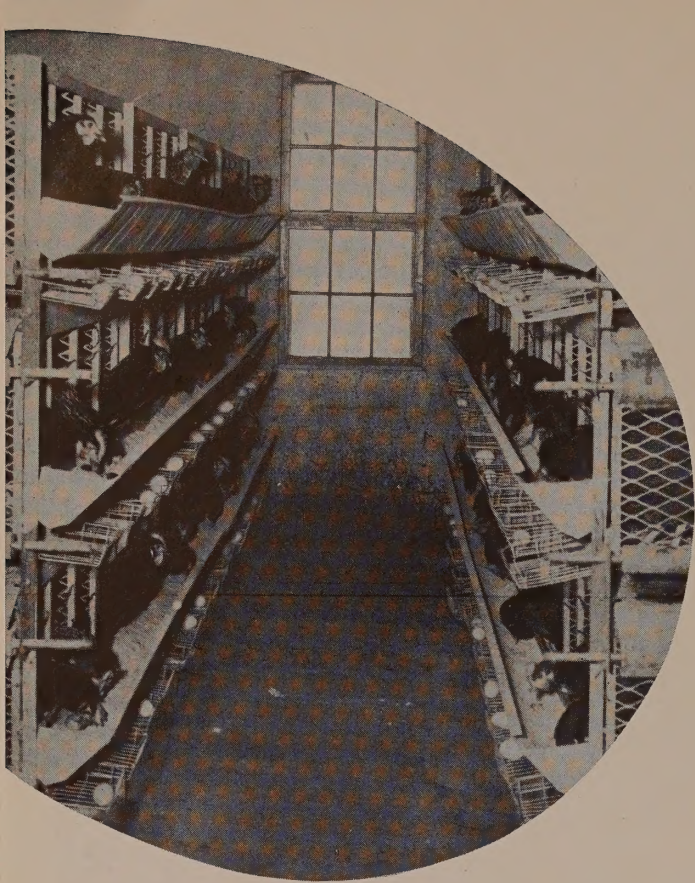
The 47 members of our home organization show a combined service record of 339 years, or 7.2 years each.

|                       |          |                       |         |
|-----------------------|----------|-----------------------|---------|
| A. B. HALL            | 31 years | MRS. DOROTHY BINGHAM  | 5 years |
| L. C. HALL            |          | MISS MARY HACKU       |         |
|                       |          | EARL HARTMAN          |         |
| ALBERT SCHULTZ, JR.   | 21 years | ROBERT HOFFMAN        |         |
| L. D. CORNWELL        | 17 years | THOMAS I. PEARSALL    | 4 years |
| WILLIAM DOUCETTE      |          | ROGER TASSMER         |         |
| ERNEST SHEPHERD       |          | WILLIAM TASSMER       |         |
| RAY GIDNEY            |          | ELMER CANYOCK         | 3 years |
|                       |          | SAM GRINDELL          |         |
| MORGAN P. DICKERMAN   | 14 years | MRS. BLANCHE AMBROSIA | 2 years |
| GEORGE A. SCHULTZ     | 12 years | MISS JOAN RAARUP      |         |
| ALVA LE BARRON        |          | A. B. HALL, JR.       |         |
|                       |          | VINCENT HARRINGTON    |         |
| WILFRED G. GILMAN     | 11 years | HARRY MOSER           | 1 year  |
| ELSON PORTER          | 10 years | EARL AMES             |         |
| JOHN BROOKS           | 9 years  | TRUMAN STONE          |         |
|                       |          | ARTHUR GUZMAN         |         |
| EDWARD S. WALFORD     | 8 years  | SUSAN PATTEE          |         |
| ALBERT BALASSA        |          | BARBARA BURGHOF       |         |
| ROLAND BRIGGS         |          | MRS. WM. KENWORTHY    |         |
| MISS HARRIET PENNIMAN | 7 years  | WILLIAM KENWORTHY     |         |
| ALBERT BRIGGS         |          | ROLAND MARK           |         |
| STEPHEN M. WALFORD    | 6 years  | GEORGE E. SCHULTZ     |         |
| ALEXANDER T. MOIR     |          | EDWARD WALLING        |         |
| EARL BRIGGS           |          | CHARLES PATTEN        |         |
| WILLIAM DONAT         |          |                       |         |

# OUR STAFF AT WALLINGFORD





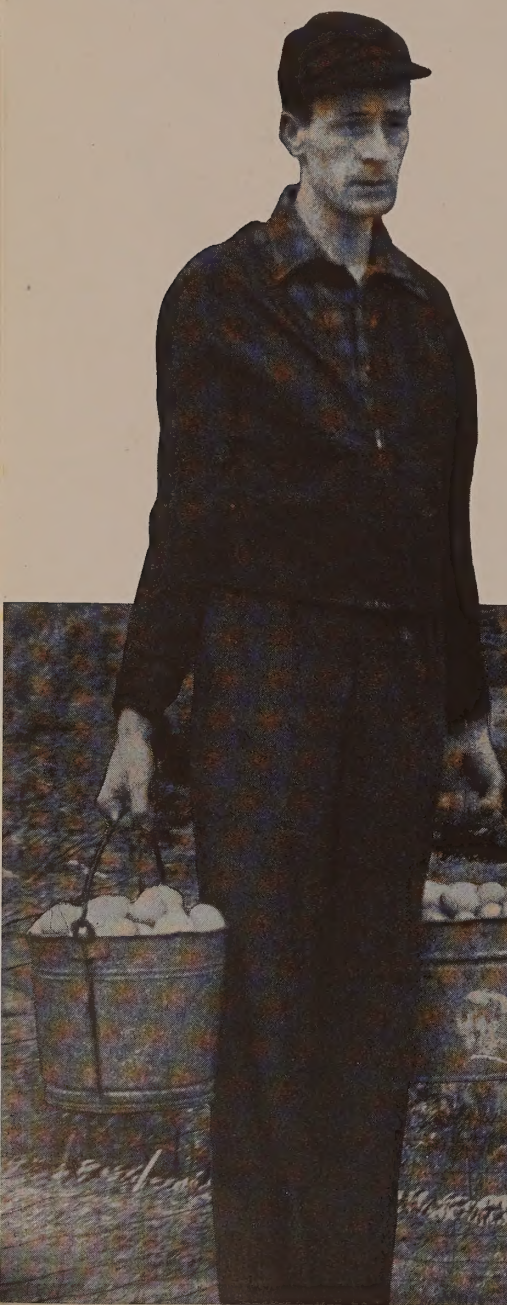


# HALL'S

## for Profitable Egg Production

Whether you prefer Purebreeds or Crosses—whether you want white eggs or brown—whether your birds are for floor or cage conditions—these things are important but secondary. The most important thing to remember when buying chicks is—HAVE YOUR CHICKS BEEN BRED SPECIFICALLY FOR EGG PRODUCTION? Hall's chicks have. The majority of our flocks are headed by males from R.O.P. or pedigree sources—we are continually working with our flock owners in a program of feeding and selective breeding of high producers, thereby further improving the natural laying tendency of the birds. All our flocks are 100% Pullorum Free by Official State Test, thus assuring you of strong, healthy, disease free chicks. Careful culling of all chicks hatched further assures you of healthy, liveable chicks. Add to this the most modern in hatching methods and expert care and attention, and the result is that breed, plus breeding and excellent hatching conditions, result in reliable, profitable and uniform quality laying stock—flocks that will produce many large eggs of a uniform size and color.

By the same process of breeding, plus crossing, we have developed our famous Hallcross strains. The excellent breeding of the Purebreeds, plus the extra Hybrid Vigor attained by the crossing, results in chicks that will live well, grow fast, and result in greater egg production and egg size from the mature pullets.





# CHICKS

## Egg Production

Proof of the productivity of our Hallcross Pullets is found in the statement that—"ALL RECORDS FOR PENS OF CROSSBREDS IN AMERICAN LAYING TESTS ARE HELD BY HALLCROSS PULLETS.\*" In direct contest competition, Hallcross Pullets outlayed another pen of crossbreds by an average score of 63.8 eggs per bird (230.9 eggs per bird for the Hallcross Pullets compared with 167.1 eggs per bird for the competitive pen). Hallcross Pullets are superior for Egg Production and Egg Size.

"The proof of the pudding is in the eating" is an old saying; and perhaps the best proof of the money-making ability of Hallcross Pullets is to be found in the experience of other poultrymen, who specialize in the production of market eggs. We recently made a survey of these hard-headed poultrymen, and we found some interesting facts:

Mr. A purchased his first lot of 400 Hallcross Pullets in 1935. He has bought none but Hallcross since then and now uses 1300 yearly.

Mr. B has a capacity for 500 layers; since his first order in 1936 we have sold him 500 each year.

Mr. C is one of the best poultrymen in the area; he started with Hallcross Pullets in 1936 and has gradually increased his orders from 4,000 then to 11,000 now.

Poultrymen like these have put Hall's chicks to work and have found that they are real money makers. For chicks that will live well, grow fast, mature early and result in heavy layers—we believe you can buy no better chicks than Hall's.

*\*See Page 20*







Battery of day old broiler chicks.

The raising of broilers for market is a phase of the poultry business that has grown by leaps and bounds in the last 10 years. HALL BROTHERS were pioneers in the growth of this industry, for it was in 1927 that we started our experiments in the development of a chick specifically for the broiler raiser—a chick that would live better and grow faster than anything the broiler raisers had ever seen. Four years later we announced the completion of our experiments and offered our special broiler chick to the industry.

There wasn't any question about the extra profitableness of these Hallcross crossbreeds,

and their sales soon displaced the Purebreed Barred Rocks as the favorite chick for the broiler raiser. Millions of Hallcross chicks go to the market every year. They have come to be the standard for meat production in many of the largest broiler raising plants in the country.

We believe that we have the ideal chicks for the broiler raiser in our Barred Hallcross or our Sex-Linked Hallcross Cockerels—chicks that will live well, grow rapidly and economically—resulting in greater profits for the broiler raiser.

# HALL'S

## for More Profitab





Battery of Broilers ready for marketing

Here are some figures from a broiler farm in Maryland that started 11,781 Sex-Linked Hallcross Cockerels on March 19, 1941 and raised them to an average of 3.58 lbs. in 11 weeks and 2 days.

#### INCOME

|                                         |            |
|-----------------------------------------|------------|
| Sold 41,311 lbs. of meat at 20c per lb. | \$8,262.20 |
|-----------------------------------------|------------|

#### EXPENSES

|                                              |            |
|----------------------------------------------|------------|
| Chicks (11,550) @ 10c                        | \$1,155.00 |
| Feed, 63 tons @ 51.60                        | 3,250.80   |
| Labor, Fuel, Light, Litter and Miscellaneous | 1,198.28   |
|                                              | 5,604.08   |

|                       |            |
|-----------------------|------------|
| Or a total profit of— | \$2,658.12 |
|-----------------------|------------|

Total Mortality 251 chicks.

Net Profit of 23c per bird.

You cannot make similar broiler profits unless you use chicks bred with these same Profit Making Qualities. We sincerely believe that Sex-Linked Hallcross Cockerels are the

best broiler chicks produced. We strongly advise the purchase of either Hallcross Cockerels of the Sex-Linked (Red-Rock) cross or our Barred Hallcross, straight run.

# CHICKS

## able Broiler Raising

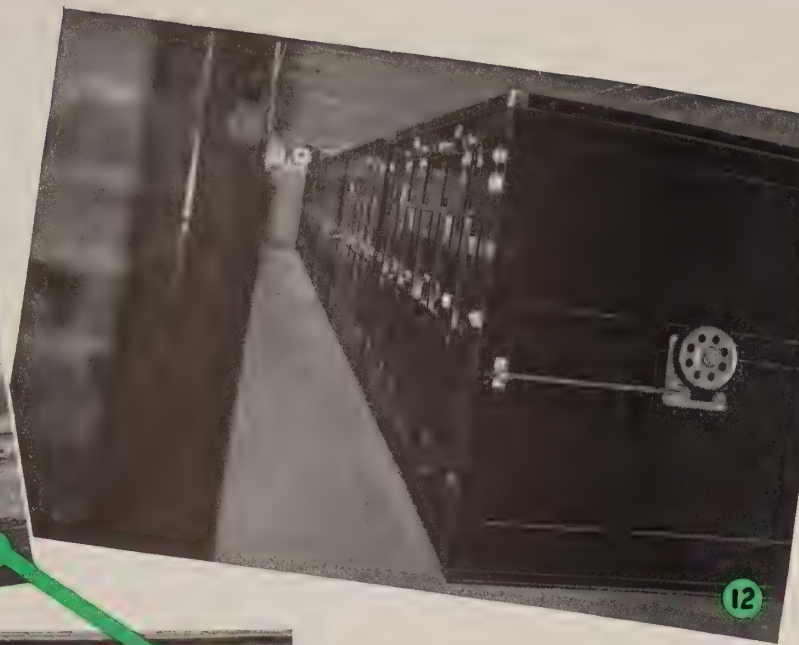




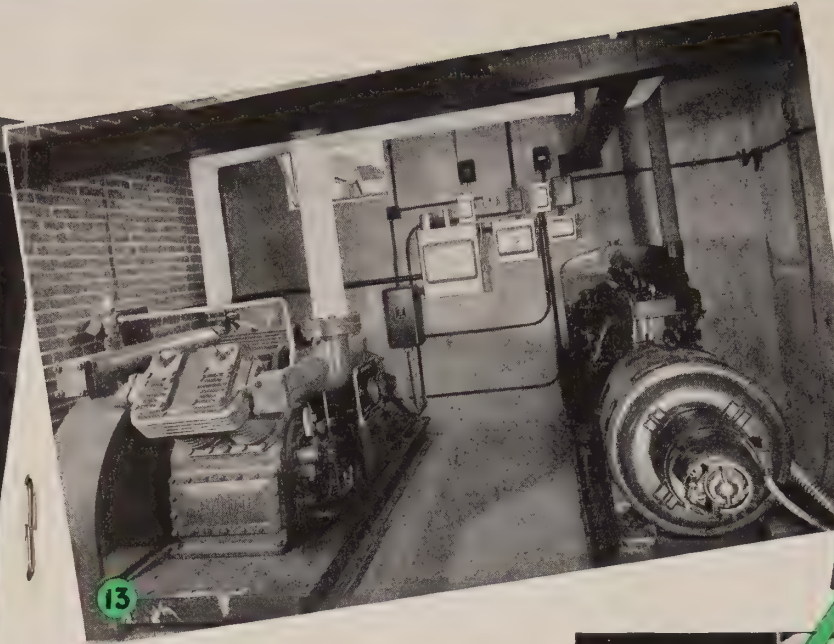




2



12



13



3

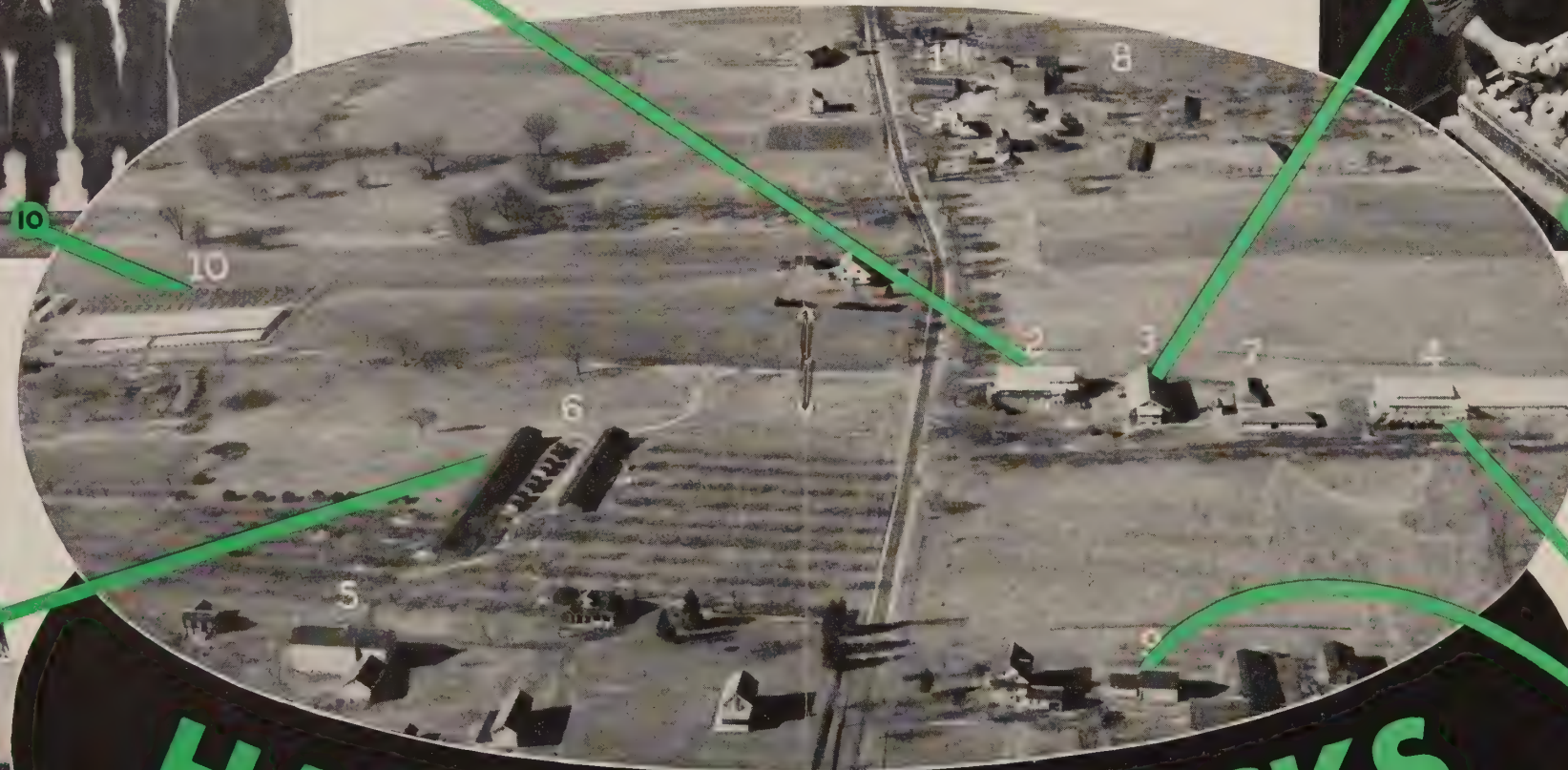


10

1. Original hatchery building; houses 250,000 incubator capacity.
2. Office Building, two 5-room apartments, and incubators for 250,000 eggs.
3. Boarding House and Store Room, and 250,000 egg capacity.
4. Eight apartments, large Stock Room, and 1,000,000 egg capacity.
5. Large barn with Battery Brooders.
6. Long Brooder Houses, with capacity for 10,000 chicks.
7. Garage.
8. Residence of L. C. Hall, farm buildings, four large poultry houses.
9. Silver Fox ranch.
10. View of our large batteries of incubators.
11. Part of our air conditioning plant. (Note auxiliary generator on right to give continuous service in the event of power failure.)
12. Taking a hatch of Hall's Quality Chicks.



14



# HALL'S *Quality* CHICKS

Profit Bred and Profit Bound for You



6



11



4



9

11. Our 140-acre Twin Brook Poultry Farm in Garland, Maine, where are kept over seven thousand Barred Rocks and R. I. Reds. Twin Brook Poultry Farm has been developed as a model breeding institution; we bought it in 1934. Mr. Chester R. Strout and his staff produce some of our best, hardy, northern-grown stock here, under interesting and modern methods which conform closely to the suggestions of the Extension Services. Many poultrymen visit this plant.

9. Residence Mrs. George D. Hall and Lewellyn D. Cornwell, farm buildings and large poultry houses.



# Superior Chicks of



## HALL'S S. C. White Leghorns

Cock 6 lbs.  
Hen 4½ lbs.

Cockerel 5 lbs.  
Pullet 4 lbs.

Here is the ideal bird for the poultryman who must cater to a white egg market. Hall's Leg-

horns are large-bodied birds that have been bred for stamina and efficient, profitable egg production.

They consume less feed than the heavier birds, yet their eggs do not suffer in comparison for size. Leghorns require less floor space than other birds, which, added to the reduction in feed cost, will result in real profits for the poultryman. Hall's Leghorns are well adapted to battery and cage production.



## HALL'S White Plymouth Rocks

Cock 9½ lbs.  
Hen 7½ lbs.

Cockerel 8 lbs.  
Pullet 6 lbs.

For those who prefer a blocky bird, with white feathers for easy dressing and pinning—this is it. Through generations of breeding in large

flocks, they are well adapted to large scale operations. Weights are the same as for the Barred variety. Hall's

White Rocks come from New England's leading strains. You'll be pleasantly surprised at the number of extra brown eggs that Hall's White Rocks will produce for you.



## HALL'S White Wyandottes

Cock 8½ lbs.  
Hen 6½ lbs.

Cockerel 7½ lbs.  
Pullet 5½ lbs.

A dual-purpose breed that "fills the bill" for either Egg Production or specialized Broiler

Raising. Hall Brothers' Wyandottes produce high class broilers with short legs, yellow shanks

and skin. They carry an abundance of breast meat and can be marketed to advantage at any stage of their development. Yes, and they are also noted for their high production of brown eggs.

# SEXED CHICKS



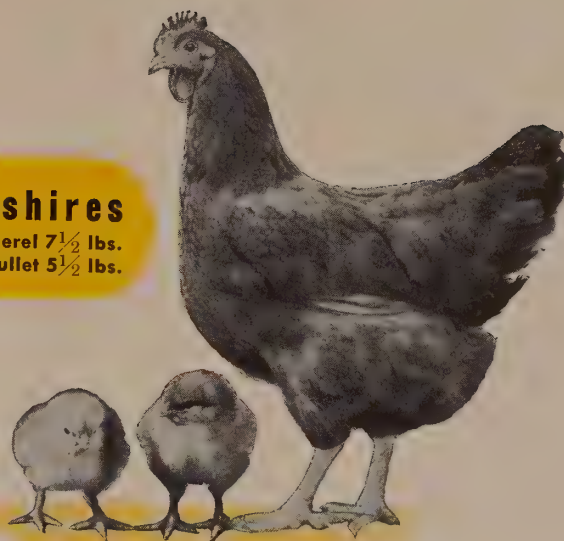
# 6 Pure Breeds

The newest of the standard commercial breeds, Hall Brothers pioneered in popularizing New Hampshires. Hall's New Hampshires are particularly noted for their rapid feathering, economical growth and good livability. Lighter in color and more loosely feathered than the R. I. Reds, they have, along with this, been bred for their ability to produce many large brown eggs of uniform size and color.

## HALL'S New Hampshires

Cock  $8\frac{1}{2}$  lbs.  
Hen  $6\frac{1}{2}$  lbs.

Cockerel  $7\frac{1}{2}$  lbs.  
Pullet  $5\frac{1}{2}$  lbs.

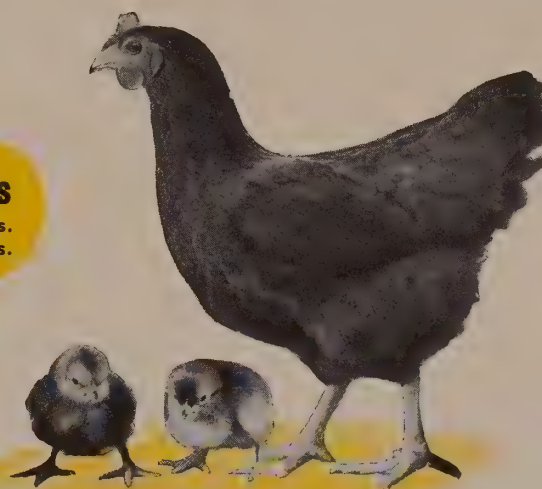


Of all the pure breeds, here is the bird that will prove to be the real money maker for the market egg specialist. Our Reds have been brought to the highest stage of brown egg production through excellent breeding and selection of New England's leading strains. In addition to their egg production, they have good meat quality as adults and dress off well for fryers or roasters.

## HALL'S S. C. Rhode Island Reds

Cock  $8\frac{1}{2}$  lbs.  
Hen  $6\frac{1}{2}$  lbs.

Cockerel  $7\frac{1}{2}$  lbs.  
Pullet  $5\frac{1}{2}$  lbs.



This has long been the favorite among the dual-purpose breeds. Large-bodied, short-legged birds that have been bred in Northern New England for the production of large brown eggs. Their meat brings a premium on the leading markets. They dress off well for broilers, fryers, roasters or fowl.

## HALL'S Barred Plymouth Rocks

Cock  $9\frac{1}{2}$  lbs.  
Hen  $7\frac{1}{2}$  lbs.

Cockerel 8 lbs.  
Pullet 6 lbs.



If you prefer chicks all of one sex, we have them for you. Guaranteed 95% of the sex you prefer.



# Our 4 HALLCROSS CHICKS

## ALL CROSSES ARE NOT HALLCROSS

Hall Brothers offer three distinctive matings for different purposes. The original qualities of the pure bred parents used in these crosses, plus hybrid vigor, have made Hallcross chicks the most popular on the market.



### BARRED HALLCROSS (Rock-Red Cross)

Developed specifically for the broiler trade, these chicks have sold by the millions, proving that they have the ability to make money consistently for the broiler raiser. Bred for LIVABILITY, VIGOR, EARLY FEATHERING, and RAPID, ECONOMICAL GROWTH, they will develop into heavy-meated, profitable broilers. By chance years ago, many Barred Hallcross pullets were kept to maturity. Their egg production and egg size resulted in a rapidly growing demand for this cross for laying purposes.

### SEX-LINKED HALLCROSS BABY PULLETS (Red-Rock Cross)

Guaranteed 95% Pullets, here is the ideal chick and the overwhelming choice for the specialist in brown market eggs who does not want to bother with cockerels. The EXTRA HYBRID VIGOR that makes Hallcross Pullets LIVE BETTER and GROW FASTER on less feed will result in greater egg production and egg size from the mature pullets. They are prolific producers of large brown eggs, and when marketed, their carcasses have a particularly plump appearance.

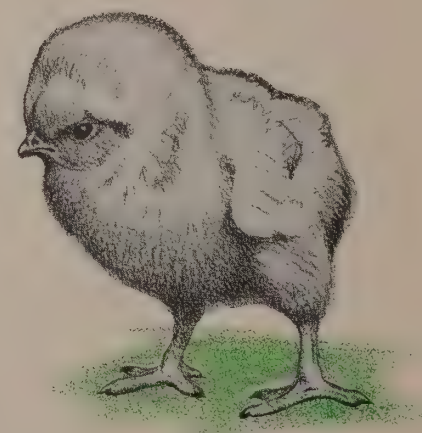


### SEX-LINKED HALLCROSS BABY COCKERELS (Red-Rock Cross)

Guaranteed 95% Cockerels. The popular favorite with the broiler raiser, these all-cockerel chicks are ready for market seven to fourteen days earlier than straight-run stock. A distinct saving in time, feed, labor, and efficiency of brooding and raising space. Bred for LIVABILITY and RAPIDITY of GROWTH, these chicks can make the same profits for you as shown on page 11.

### HEAVY WHITE HALLCROSS

The answer to the producer catering to retail markets whose dressed trade requires a short, thick-set, well filled out carcass, at any age, with yellow skin and shanks. The pullets of this cross are excellent layers of large brown eggs, under either floor or cage conditions. Hall's Heavy White Hallcross are particularly well adapted to battery production.





HALL BROTHERS HATCHERY has always believed that the success of its business depended upon the ability of its customers to make money with HALL'S Quality CHICKS. No matter how good breeding chicks may have, if they don't live, they cannot possibly be profitable. Accordingly, in 1927, to assure our customers of healthy, profitable chicks, we adopted the policy of using *no hatching eggs* except from flocks OFFICIALLY PASSED AS FREE FROM PULLORUM—EVERY BIRD TESTED AND EVERY BIRD FREE. In most sections outside of New England Pullorum Free flocks are rare. When a flock shows Reactors, the offending birds are merely removed and the flock continues as a source of supply of hatching eggs. But with Hall Brothers—the presence of a single reactor eliminates the whole flock until subsequent tests prove it to be completely free.

Such a program costs a great deal in time and money—first, because we insist that our flocks be tested by only one method—the “tube agglutination test”—the surest to find any reactors, but by far the most expensive; second, because our flock supervisor must continually work with our 375 flock owners to insure willing and intelligent cooperation in this health program.

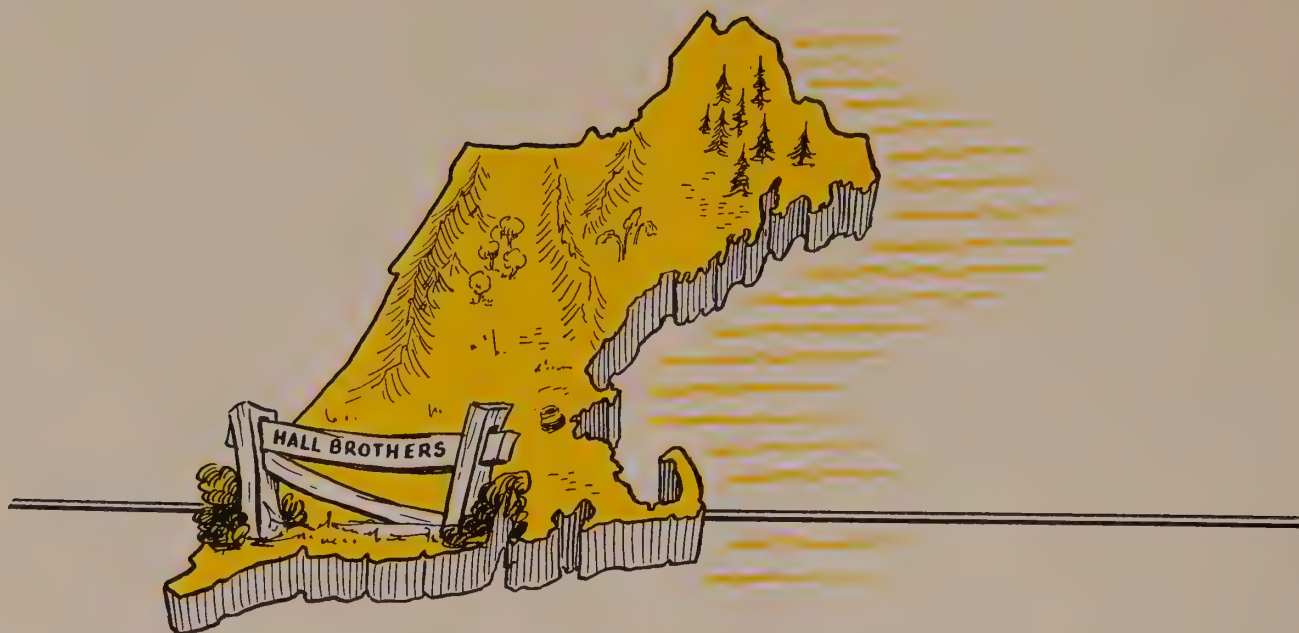
In most sections outside of New England such rigid requirements for flock owners would be virtually impossible—for as late as June 30, 1940, 81.3% of all the Pullorum Clean and Pullorum Passed birds in America were right here in New England.

No other hatchery outside of New England has the *number* or *quality* of disease free, highly bred stock from which to select hatching eggs. HALL'S Quality CHICKS are “Well Bred from Well Breeders”—Profit Bred and Profit Bound.

Well Bred from Well Breeders







## The Gateway to **NEW ENGLAND POULTRY QUALITY**

The poultry breeders of New England have no superiors—reports of the Laying Tests prove that conclusively. Probably more money is made with poultry in New England than in any other section of the country per square mile. These six states lead the world, especially in the heavy breeds—Rocks, Reds, and New Hampshires.

There are many breeders in New England, both large and small, who start with the best available stock; and with their own ideas on breeding, develop dual purpose birds for an improvement in fleshing qualities and to increase their production of large good quality eggs. A good many of these breeders are also specialized hatching egg producers. They produce the eggs for hatching and we process,

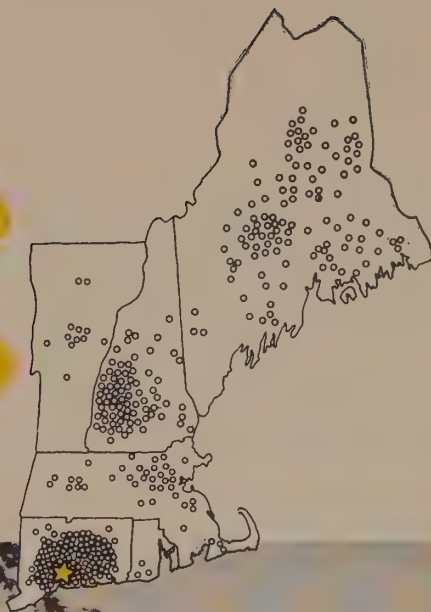
pack, and merchandise the finished product.

Mr. Steve Walford was for seven years a University Extension Poultryman in Indiana. He has for the last six years, been Extension Poultryman for Hall Brothers, supervising their hatchery flocks. He is responsible for the selecting of the cream of these New England flocks from which we want eggs for hatching. He knows quality when he sees it, sizes up the men, plants, stock, feeds, methods of our flock owners in the field, while the acid test of hatching results is applied continuously at the hatchery. We gather much of the best of New England poultry quality in the form of hatching eggs—whence it is shipped out as HALL'S Quality CHICKS to wise poultrymen in many states.





# Our Family of FLOCK OWNERS



We now have 375 superior poultrymen located all over New England for our sources of supply of hatching eggs. One hundred and fifty of these flock owners have been with us 5 years or more, and 36 have been shippers for 10 years or more.

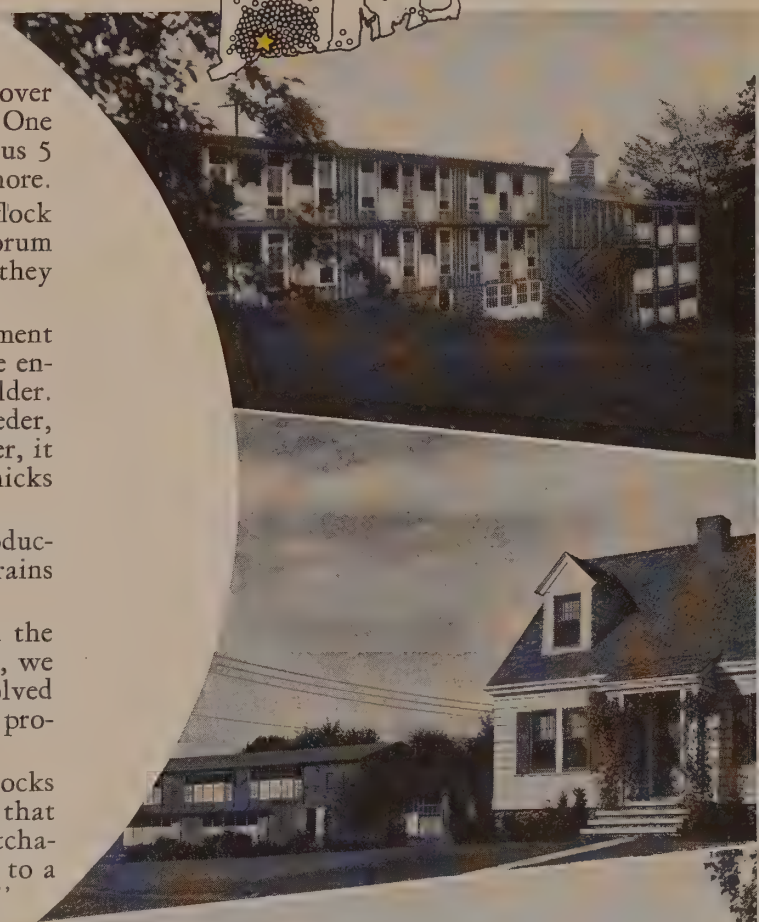
To be considered for admittance to our family of flock owners, every bird in a flock must be State Tested for Pullorum disease WITHOUT A SINGLE REACTOR BEING FOUND. And they must be tested and found clean each year thereafter.

We work with our flock owners on sources of replacement stock. They must buy this stock in New England and are encouraged to buy their replacements from yearling hens or older. We know that it is impossible for a hatchery, or even a breeder, to supply *all* his trade with chicks from old hens; however, it is reassuring to know that the large majority of Hall's chicks come from old hen breeders only one generation removed.

We do not depend upon one strain of birds for the production of hatching eggs, but have selected (by test) the best strains in New England.

We know where every shipment of chicks goes and the source from which the hatching eggs come. In this way, we combine reports from the field with the breeding flock involved and keep an accurate check on the quality of stock being produced by every shipper.

A large proportion of our flock owners head their flocks with males from R. O. P. or pedigree sources. We want that super-vitality that first shows itself in a high degree of hatchability. We know that chicks that hatch well will get off to a good start — "Profit Bred and Profit Bound for You."





# Laying Contest Experience

Official Laying Tests in America started 31 years ago. In every one of those 31 years we have had a pen in the Storrs Laying Tests. No other breeder can approach that record. The **LONGEST LAYING TEST EXPERIENCE IN AMERICA** is quite a distinction. Some of our pens have made excellent records, and almost all of them good substantial records—which show the real profit making qualities of our birds, not only in egg production but also in egg size.

We have helped to make Laying Test History in more than one respect, for **ALL RECORDS FOR PENS OF CROSSBREDS IN AMERICAN LAYING TESTS ARE HELD BY OUR HALLCROSS PULLETS**. We had four pens of these pullets in the Farmingdale tests. There have also been four other crossbred pens in Laying Test History—one each at Farmingdale and Georgia and 2 at Pennsylvania. The records made in these Official Tests provide the only actual official comparison between our Hallcross Pullets and other crossbreds, and between our Hallcross Pullets and Purebreds. The results bear out fully our statement that Hallcross Pullets are superior for egg production and egg size.

## HALLCROSS vs. OTHER CROSSBREDS

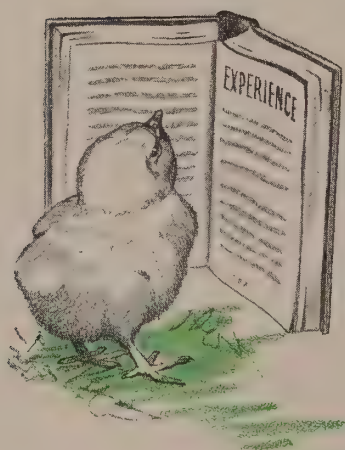
Our four pens averaged to lay 192.2 eggs per pullet compared with an average of 172.4 eggs per pullet for the other four pens. This shows a superiority for the Hallcross of 11.5% for the number of

eggs laid. And on top of this, our Hallcross chicks laid much larger eggs, for the point score takes into account the weight of each egg laid. Here the difference is greater than the difference in egg count—20% superiority as against 11.5%. At Farmingdale, in 1937, a pen of Hallcross was in direct competition with another pen of crossbreds. Our Hallcross pen averaged 230.9 eggs per bird as against 167.1 eggs per bird for the other pen—a superiority over the other crossbreds of 63.8 eggs per bird.

## HALLCROSS PULLETS vs. PUREBRED PULLETS

To compare Hallcross with Laying Test pullets is quite different than comparing them with pullets in farm flocks, for most breeders try to send their very best pullets to the Laying Tests. However, for the four years that we had our pens of Hallcross at Farmingdale, they averaged to lay 192.2 eggs against an average of 180.4 eggs for all the purebred pens. This shows a definite superiority for the Hallcross over these picked purebreds of 6.54% in number of eggs. Again the Hallcross laid so much larger eggs, that the difference in the point score is 9.16% in favor of Hallcross Pullets. It's facts like these that make us believe that, for profitable egg production, you can get no better chicks than our Hallcross Pullets.

The standard or breed quality of our birds is shown in the number of cups and ribbons won by our chicks in egg laying tests and chick shows in recent years.





# It's Big Business

built on the solid foundation of *Quality*. We talk Quality because that is what we are interested in—sales and growth are bound to follow. When a poultryman finds that he makes more money with our chicks than with any others, then he tells his neighbors, and he himself buys more chicks of the same kind.

In the past 11 years, more than 73 million chicks have gone out from this hatchery. With such a large business, the quality of our chicks must be safeguarded in every possible way.

The size of our business is proof of the money making qualities of our chicks. Business growth and success can result from one thing only—better real value to the customer.

HATCHES IN THE PAST 11 YEARS.  = 1 MILLION CHICKS



## 73,400,156\* Chicks

have been hatched in the past 11 years.

The Poultrymen who have bought our chicks in such numbers are wise poultrymen. They have learned that the highest quality chick is the one that makes the most money for its owner.

\*December 1941 estimated



# Customer Cooperation

In the hatching and selling of over 14 million chicks a year, we realize very definitely that we must go further than just selling good quality chicks. When we take your money in exchange for our chicks, the transaction is not satisfactorily completed until we have both profited. Our relationship with our customers has to go further than just that of buyer and seller. We have to cooperate with one another in this business of profitable poultry raising. We sell you the highest quality chick that we are able to produce. You, in turn, expect to make money with our chicks. To that end, we want to work with you in a friendly, helpful way. If you have any problems pertaining to the raising of poultry, we would be only too glad to have you write us or visit the plant personally. We will give you all possible help and place at your disposal the services of our staff of experts and our files of research data. Bring your problem to us—and we will try to answer your questions, or tell you where you can get the answer.

## SERVICE BULLETINS

We have prepared for our customers a number of bulletins answering many questions with which you are confronted. They are as follows:

- No. 1. Helpful Hints on Starting and Care of Chicks.
- No. 2. Coccidiosis and Enteritis.
- No. 3. Prolapse and Cannibalism.
- No. 4. Laryngotracheitis; Bronchitis; Coryza; Pox.
- No. 7. Successful Battery Brooding.
- No. 9. Intestinal Worms.
- No. 10. Paralysis.

Kindly ask for these bulletins by number. There is no charge for them.

We are all in the chicken business together, so let us help each other in every way we can. Let's keep it a profitable business.





# What others think of HALL'S CHICKS

## Bought 400—Put 410 on Range



"It was just ten weeks yesterday that the chicks (Hallcross Pullets) came. We lost six the first two weeks and since then haven't lost one. We bought 400 and Wednesday evening we put 410 pullets on range. We didn't have a single cockerel in the lot."

May 22, 1941 R. S., Eagleville, Conn.

## Raised 404 out of a 400 order

"We are pleased to report on the order of 400 Red Rock Cross Pullets received Feb. 26, 1940.

|                                |     |
|--------------------------------|-----|
| Number of live chicks received | 412 |
| Number raised                  | 404 |
| Number of cockerels in flock   | 4   |

These Red Rock Cross Pullets started laying at the age of 5½ months and have been laying on an average of 75% and 80%."

Jan. 28, 1941 P. D. B., Everett, Penn.

## Layed 75 to 80% All Winter



"Our Pullets we bought of you last year have been the best we have ever raised. Have layed 75% to 80% all winter and spring. Our neighbors have been amazed at our success for theirs were laying barely 50%."

May 9, 1941 F. M., Dundee, N. Y.



## 159 More Eggs with Hallcross Pullets

"This is my Nov. report on my 12 Hallcross pullets. Received 290 eggs from Hallcross Pullets against 131 last Nov. with 12 New Hampshire Red Pullets.

|                            |
|----------------------------|
| 1940—12 New Hampshire Reds |
| Sept. laid 1 egg the 30th  |
| Oct. laid 101 eggs         |
| Nov. laid 131 eggs         |

233 eggs (received from eggs \$7.80)

|                                         |
|-----------------------------------------|
| 1941—12 Hallcross Pullets               |
| Sept. laid 36 eggs (began to lay 15th.) |

|                    |
|--------------------|
| Oct. laid 246 eggs |
| Nov. laid 290 eggs |

572 eggs (received from eggs \$18.95)

I am well pleased with these birds. Not bad for a back lotter. The Hallcross average 1 lb. each heavier than the Reds."

Nov. 30, 1941

S. A. H., Granville, N. Y.

## Laying 80%



"I bought 300 of your Hallcross chicks April 29. They started laying at four months and 10 days and are now laying 80%. I think they are the best chicks I ever had. My eggs are going 61 to 62 lbs."

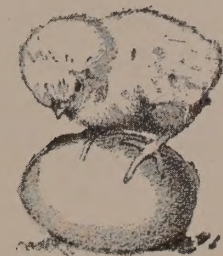
Jan. 20, 1941 F. H., Naples, N. Y.

## 100% Pullets

"The 300 day old pullets I got last year have done well. They were 100% pullets and had 306 to go into laying."

Feb. 11, 1941

I. B., Schaghticoke, N. Y.





# Your Guarantee

1. NO REACTORS. That all chicks are produced from flocks tested for Pullorum Disease (B. W. D.) by the official State Testing Agency of one of the six New England States with NO REACTORS FOUND. Tube Agglutination tested, within the preceding calendar year.

2. SAFE ARRIVAL. We make every effort to have each shipment leave in first class order on the date wanted. Shipping charges are PREPAID and 100% live and safe arrival is guaranteed. Report at once if any chicks are dead upon arrival. We will either replace free, or refund pro rata.

3. SEX ACCURACY. On all orders for Sexed Chicks, we guarantee 95% accuracy.

ALL CLAIMS MUST BE MADE WITHIN 30 DAYS OF ARRIVAL OF CHICKS.

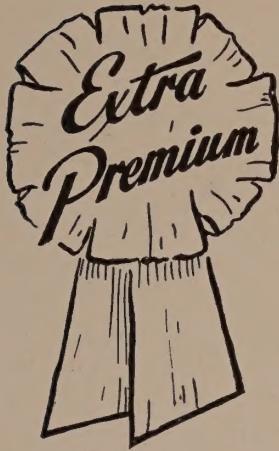
In 1941 we hatched over 14 million chicks, the largest number that we have ever hatched in the 31 years Hall Brothers have been in business. And every one of these quality chicks left our hatchery with the unconditional guarantee as to:

1. NO REACTORS
2. SAFE ARRIVAL
3. SEX ACCURACY

We can give such a guarantee only because our business has been built on the solid foundation of the production of the highest quality chick possible. Hatching and selling over 14 million chicks in a year is our tremendous responsibility to the poultrymen of America. With such a responsibility, we cannot afford to lower the quality of our chicks at any time. We do not attempt to meet low price competition, but we do meet *quality*—for there and there alone is where our customers will find *their PROFITS*.



# Extra Premium Chicks



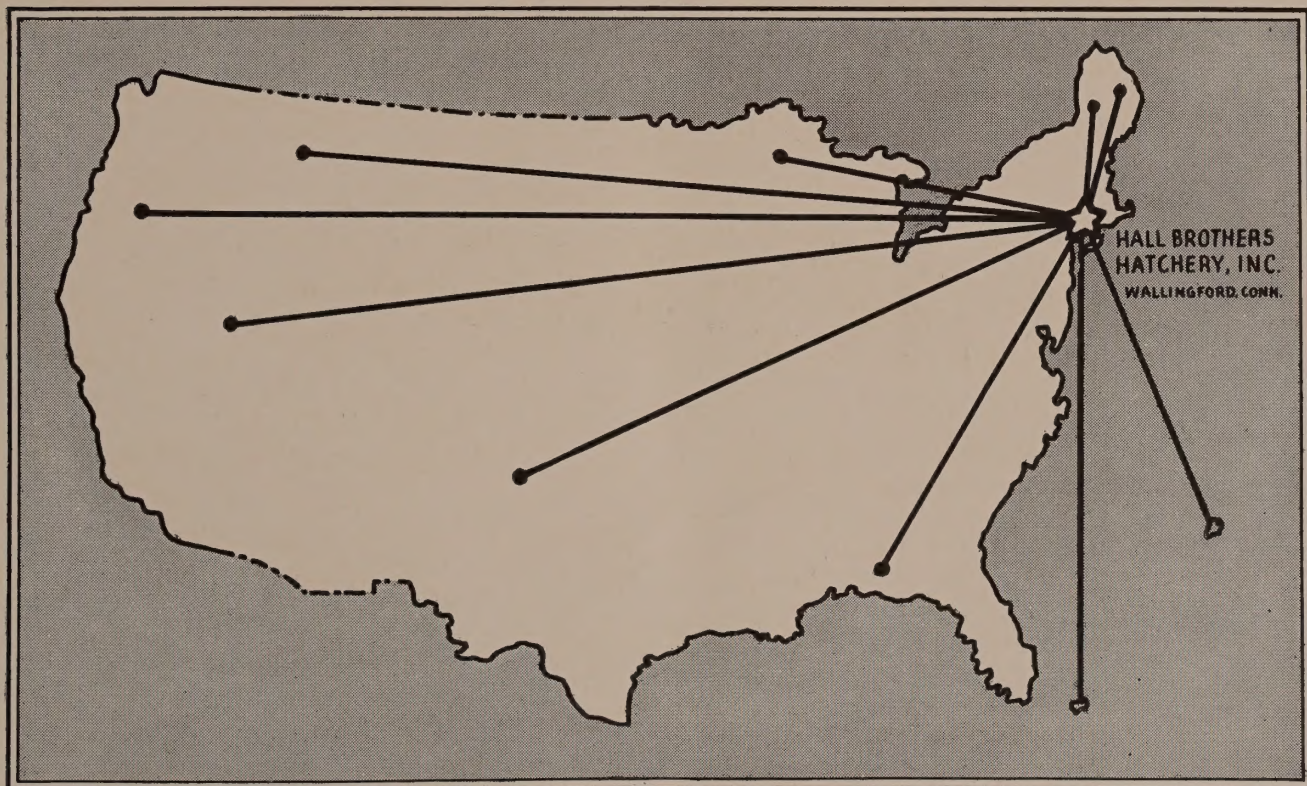
For Extra Premium chicks we get 2c each above regular prices. Extra Premium Quality at an Extra Premium price. Two cents added to the baby chick is still only two cents after the chick has grown up, and about 2½ extra eggs will pay for the premium. Many poultrymen have found the extra two cents a very profitable investment.

Extra Premium chicks are not necessarily the largest chicks from each hatch; they come from flocks that we consider superior from a breeding point of view. Extra Premium chicks are chicks from the cream of our breeding flocks.

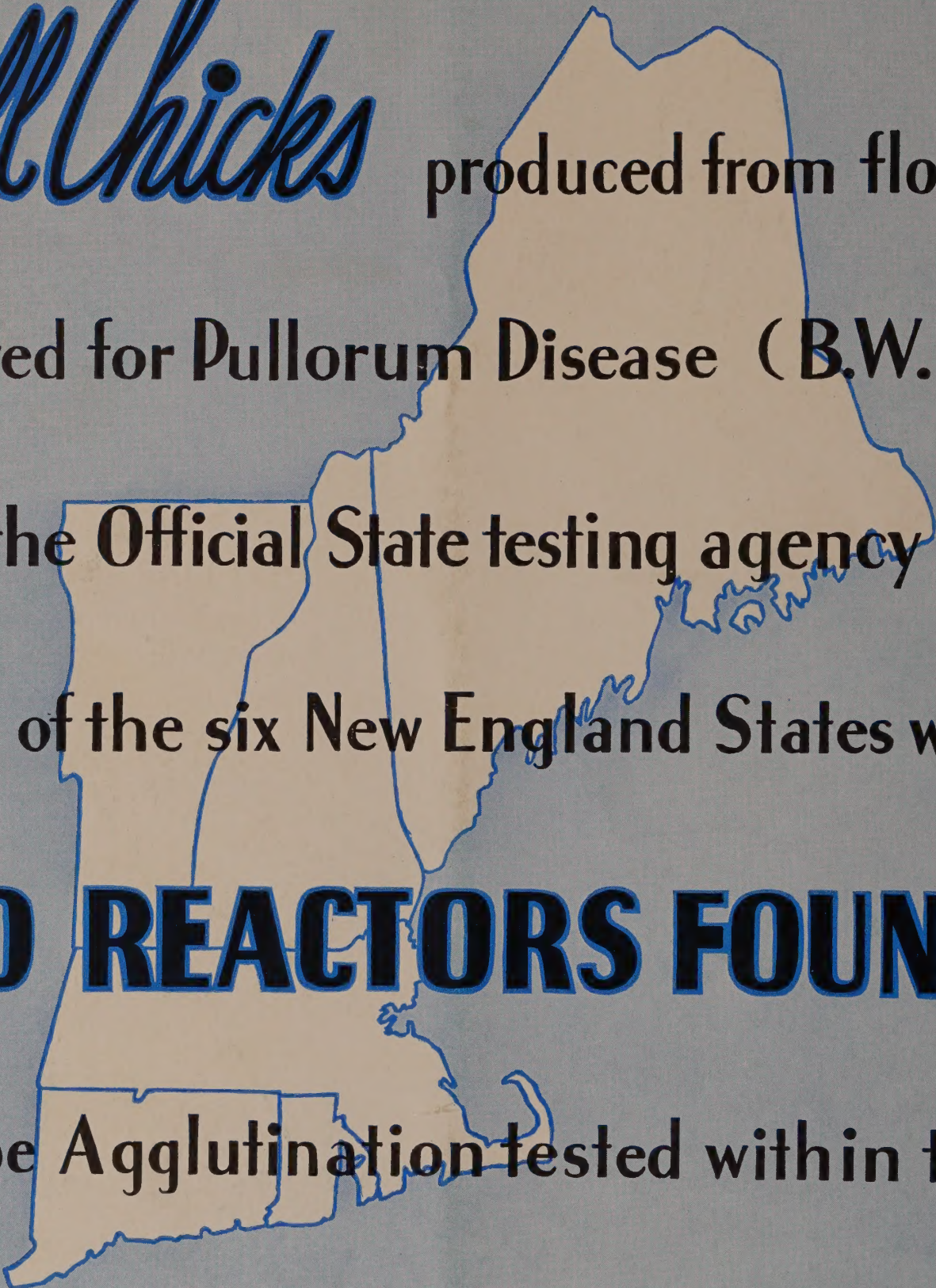
## Shipments to Distant Points

We realize how important it is, especially for a large hatchery that produces a "Quality" chick, to deliver under your brooder all the quality that has been bred into our chicks. Accordingly, we take the greatest of care in

the shipping of our chicks. The map below shows the many distant points to which we have shipped chicks, and you have our plain guarantee of "100% Live and Safe Arrival".







*All Chicks*

produced from flocks

tested for Pullorum Disease (B.W.D.)

by the Official State testing agency of

one of the six New England States with

**NO REACTORS FOUND**

Tube Agglutination tested within the

preceding calendar year.